This Listing of Claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS

1. (Currently Amended) A computer-implemented method comprising:

(a)   receiving, at a computing device, a selection of an object displayed in an electronic programming guide (EPG);

(b)   modifying a non-textual attribute associated with the object by an incremental amount for each of at least two times that the object is selected, wherein the non-textual attribute after each modification visually indicates a number of times the object has been selected, wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object, the different appearance being different from other modified appearances of the object; and

(c)   modifying the display of the object in accordance with the modified non-textual attribute.

2. (Previously Presented) The computer-implemented method of claim 1, wherein the non-textual attribute is a color that is progressively darkened or lightened upon each selection of the object.

3. (Previously Presented) The computer-implemented method of claim 1, wherein the non-textual attribute is a shape whose configuration is progressively changed upon each selection of the object.

4. (Previously Presented) The computer-implemented method of claim 1, wherein the non-textual attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

5. (Previously Presented) The computer-implemented method of claim 1, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

6. (Previously Presented) The computer-implemented method of claim 5, wherein the expiration value limit is a time limit.

7. (Previously Presented) The computer-implemented method of claim 5, wherein the expiration value limit is related to frequency of object selection.

8-10. (Canceled)

11. (Currently Amended) An apparatus comprising:

  a processor; and

  memory storing computer readable instructions that, when executed by the processor, cause the apparatus to:

    receive a selection of an object displayed in an electronic programming guide (EPG);

    modify a non-textual attribute associated with the object by an incremental amount for each of at least two times that the object is selected, the non-textual attribute after each modification visually indicates a number of times the object has been selected, wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object, the different appearance being different from other modified appearances of the object; and

    modify the display of the object in accordance with the modified non-textual attribute.

12. (Previously Presented) The apparatus of claim 11, wherein the attribute is a color that is progressively darkened or lightened upon each selection of the object.

13. (Previously Presented) The apparatus of claim 11, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object.

14. (Previously Presented) The apparatus of claim 11, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

15. (Previously Presented) The apparatus of claim 11, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

16. (Previously Presented) The apparatus of claim 15, wherein the expiration value limit is a time limit.

17. (Previously Presented) The apparatus of claim 15, wherein the expiration value limit is related to frequency of object selection.

18-20. (Canceled)

21. (Currently Amended) A ~~tangible~~ non-transitory machine-readable storage medium storing computer readable instructions that, when executed, cause a machine to:

(a)   receive a selection of an object displayed in an EPG;

(b)   progressively modify a non-textual attribute associated with the object by an incremental amount for each of at least more than two times that the object is selected, wherein the non-textual attribute after each modification visually indicates a number of times the object has been selected, each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object, the different appearance being different from other modified appearances of the object; and

(c)   modify the display of the object in accordance with the modified non-textual attribute.

22. (Currently Amended) The non-transitory machine-readable medium of claim 21, wherein the attribute is a color progressively darkened or lightened upon each selection of the object.

23. (Currently Amended) The non-transitory machine-readable medium of claim 21, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object.

24. (Currently Amended) The non-transitory machine-readable medium of claim 21, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

25. (Currently Amended) The <u>non-transitory</u> machine-readable medium of claim 21, wherein the modified attribute value is overwritten with a default attribute value when an expiration value limit is reached.

26. (Currently Amended) The <u>non-transitory</u> machine-readable medium of claim 25, wherein the expiration value limit is a time limit.

27. (Currently Amended) The <u>non-transitory</u> machine-readable medium of claim 25, wherein the expiration value limit is related to frequency of object selection.

28-30. (Canceled)